



Kementerian
Perindustrian
REPUBLIK INDONESIA

bpipi

Balai Pembedayaan
Industri Persepatuan
Indonesia



INDONESIA
FOOTWEAR
NETWORK

COLLECT" "CONNECT Collaboration

Program Scheme

#INDONESIA
MELANGKAH



For more info :





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SALAM
SEPATU
SEMANGAT . CEPAT . JITU

SAYA
BERANI
JUJUR!



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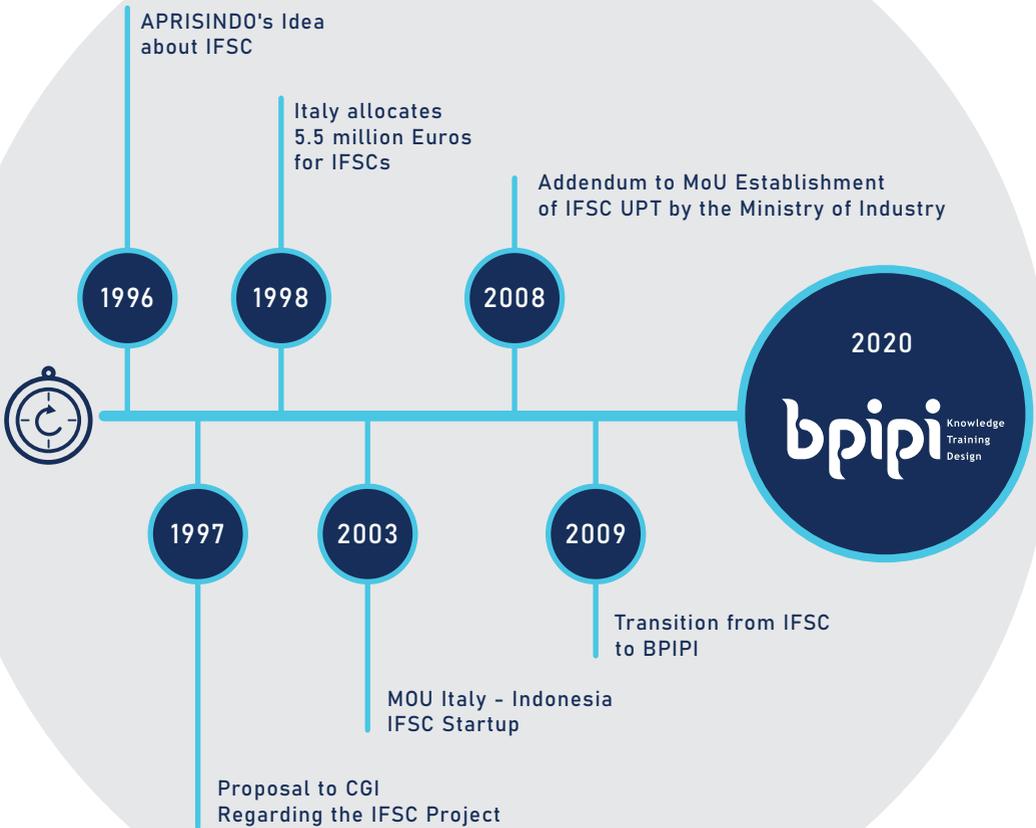
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ABOUT BPIPI



MISSION

- Providing education and training services
- Providing consulting services and information of footwear
- Become the center for the development of footwear design and technology
- Providing quality services and certification
- Become the center of networking and collaboration for the footwear industry



BEHIND THE STORY OF IFN (INDONESIA FOOTWEAR NETWORK)

Currently there is a change that must be accepted by all elements of society, especially the footwear and leather industry. Written in history, early 2020, many of us did not even think about the impact of the covid-19 pandemic like the current situation. Sales are decreased by up to 70%, the potential for not being able to maintain production due the decreased of purchasing capability, also the difficulty of managing business cash flow which resulted in laying off some employees and closing the business.



Survey data for the global footwear industry impacted by covid 19 March 2020

If the prediction of this survey is correct, this year's footwear consumption will decrease to

NORTH AMERICA

-21 %

696 million
pair of shoes

EUROPE

-27 %

908 million
pair of shoes

ASIA

-20 %

2.4 billion
pair of shoes



From the prediction data above, the assumption is that the impact of the Covid-19 pandemic will have quite an impact systematically on the global footwear industry, including in Indonesia as one the world's 4th largest production center (1,271 million pairs) in 2019 and an exporting country 3rd largest in the world (406 million pairs) in 2019 (2).

The same thing was conveyed by Aprisindo (Indonesian Footwear Association) that, the systematic impact of the covid - 19 pandemic on the national footwear industry. This systematic process occurs on production and distribution lines.

National production performance has declined by up to **70%**
due the decreased of purchasing capability and
limited availability of raw materials



As a result, there has been a reduction of **60% - 70%**
in the workforce leading up to the Eid holiday



The distribution performance in April and May has also been greatly disrupted due to the impact of Large-Scale Social Restrictions (PSBB) in several major cities (Jakarta, Bandung, and Surabaya).

Disruption of distribution increases by **80%**
due to retail network and
footwear sales closed due to PSBB.



Collaborative strategy, currently in Indonesia will not facing this crisis alone. Doing a collaboration will strengthen our business resilience. The decline in the rupiah exchange rate against the US dollar, oil price pressures, plummeting stock values and conditions. An uncertain economy will definitely affect the national economy. Share platform with others (business partners) is the best way when we can't do it with ourself. Sharing value with others (business partners) also becomes the best option when we have limitations.

IFN (Indonesia Footwear Network) is a small BPIPI initiative in the midst of a pandemic covid-19 which seeks to answer challenges as well as respond to changes in order of national footwear industry. Utilization of social media and information technology will be the main driving force for IFN as a movement for the footwear industry community. BPIPI as a national footwear industry facilitator, we feel that the need to strengthen various communities in the footwear industry from upstream to downstream. With IFN as a new community platform for the industry, BPIPI hopes to be able to provide relevant information for potential domestic and global markets about the potential of the footwear industry from upstream to downstream. In accordance with BPIPI's objectives as an industry facilitator, IFN will be encouraged to complete and collect industry information that has so far existed in each community.

As one of the largest global footwear manufacturers, Indonesia feels the need take the initiative and the role to integrate producer information, suppliers, material sources, local brands and also organizations engaged in the industrial footwear sector. With IFN as an online community platform for the industry, BPIPI hopes to provide relevant information for both domestic and global potential markets regarding the potential of the footwear industry from upstream to downstream.

oo

By Joining The IFN Platform, BPIPI Offers Several Benefits And Conveniences, Including:



Information about the manufacturer profile, supplier, local brand of footwear accessible by potential buyers, investors, online traders .

Periodic Promotion Of IFN Profiles On The Social Media Platform such as Instagram, Facebook And Youtube.



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As a Facilitator



Data Center

...



Access Support

...



Information Service

...



As a Community



As a Campaign Media





for more detail



As a **COMMUNITY**



As a Community,
IFN (Indonesia Footwear Network)
has 3 (three) VALUE



COLLECT



CONNECT



COLLABORATION

INDONESIA FOOTWEAR NETWORK

The INDONESIA FOOTWEAR NETWORK Is a community or platform network for businessmen of Footwear Industry in Indonesia, The ultimate goal of the community or this network is COLLECT, CONNECT, and COLLABORATION

○ COLLECT

IFN's role is to collect data on businessmen in the footwear industry, through a website-based online store that is expected to make it easier to collect & search for information and profiles of various footwear industry businesses from upstream to downstream.

○○ CONNECT

With the role that BPIPI has through this forum in the IFN, it is hoped that it will be able to open the widest possible access to fellow Footwear Industry businessmen/the general public who are interested and concern in the Development of Footwear Industry

○○○ COLLABORATION

In the next phase, through various facilities provided by IFN, it is hoped that it will open chance and opportunities between all businessmen or between businessmen and the general public to collaborate so that a mutually beneficial impact occurs.





for more detail



As a Media Campaign Tool,
IFN (Indonesia Footwear Network)
has 3 (three) VALUE



INTRODUCE



PROMOTE



COLLABORATIVE
MOVEMENT

#INDONESIA MELANGKAH

Is a media campaign for businessmen in Indonesian Footwear Industry. This campaign is expected to unite industrial businessman, together to move towards a collaborative & globally competitive Indonesian Footwear Industry. The main objective of this campaign is **INTRODUCE, PROMOTE, and COLLABORATIVE MOVEMENT**



○ **INTRODUCE**

Indonesia Melangkah has a role in processing the profiles of businessmen in the Footwear Industry to be appointed and introduced through the media. Through the social media that created, is expected to facilitate the dissemination of information various Footwear Industry businesses from Upstream to Downstream



○○ **PROMOTE**

Through the social media, Indonesia Melangkah can move more freely to be able to reach a large audience that needs this information. The social media used are Instagram & Facebook Fans page @indonesiamelangkah



○○○ **COLLABORATIVE MOVEMENT**

This campaign can be used as a collaborative movement to unite Footwear Industry businessmen in mutually supporting activities such as joint promotions, CSR activities, and so on, which if carried out together will produce a bigger impact



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As a Facilitator



Large Industry



Medium & Small Industry



Association and Community



Grouped Into

Producer ◦
Suppliers / Materials ◦

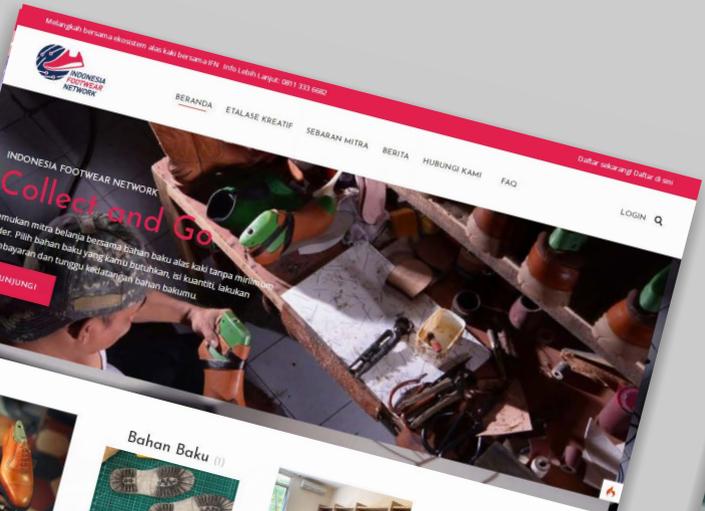


◦ Local Brands
◦ Organization

Open Link With

Buyer ◦ Investor Trader ◦ etc.





INDONESIA FOOTWEAR NETWORK

Collect and Go

Temukan mitra belanja bersama bahan baku alas kaki tanpa minimum order. Pilih bahan baku yang kamu butuhkan, isi kuantitas, lakukan pembayaran dan tunggu kedatangan bahan bakumu.

KUNJUNGI



Asosiasi (3)



Bahan Baku (1)



Brand Lokal (3)



Jasa (1)



Indonesia Footwear Network

Merupakan sebuah komunitas atau platform jejaring untuk para pelaku Industri Bilang Alas Kaki di Indonesia. Tujuan utama dari komunitas atau jejaring ini adalah Collect - Connect - Collaboration.

SELENGKAPNYA →

BERGABUNG BERSAMA

Ingin Menjadi Mitra IFN?

Klik Daftar Sekarang untuk melakukan registrasi menjadi mitra dan mendaftarkan bisnis Anda.

DAFTAR SEKARANG →

Join Us!



Informasi tentang profil produsen, supplier, local brand alas kaki bisa diakses oleh potential buyer, investor dan trader secara online.

Promosi berlabel profil IFN di platform media sosial seperti Instagram, Facebook dan Youtube.



Knowledge from IFN Labs
Baca artikel terbaru kami tentang ide dan produk alas kaki



Lokasi
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Beranda

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Website Desktop Version

Website Desktop Version

efit

1 Informasi tentang profil produsen, supplier, local brand alas kaki bisa diakses oleh potential buyer, investor dan trader secara online.

2 Promosi berkala profil IPN di platform media sosial seperti Instagram, Facebook dan Youtube.



Apa yang Mitra Katakan

Terima kasih telah menyediakan platform untuk kami selaku usaha sepatu berkolaborasi dengan berbagai pengusaha sepatu



Jane Doe
CEO - Janna Shoes



of The Month

KUNJUNGI

BACA LAINNYA

Sebaran Mitra

FAQ

Newsletter
Berlangganan buletin kami untuk informasi terkini tentang perkembangan.



- BERANDA
- ETALASE KREATIF
- HUBUNGI KAMI
- FAQ

LOKASI MITRA

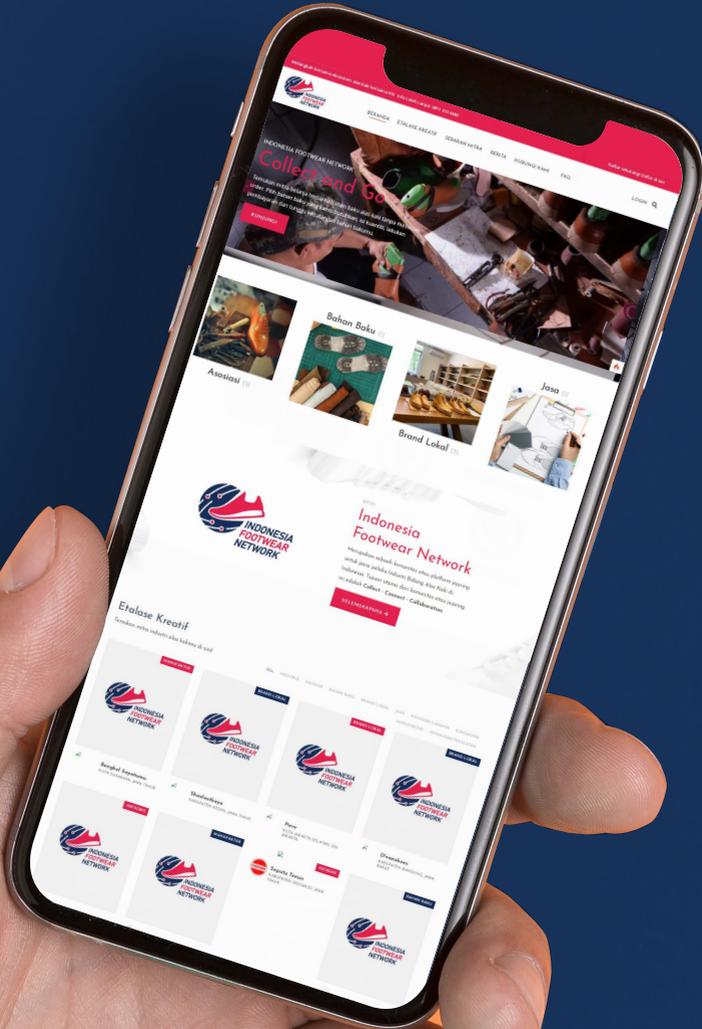
Daftar Mitra di Setiap Provinsi



KATEGORI PRODUK

Jenis Produk Keahlian Mitra





Website Mobile Version



Get In Touch With Us

for more detail
you can visit



www.bpipi.kemenperin.go.id/ifn/

The 40th International Footwear Conference August, 3rd - 4th 2023 Jakarta, INDONESIA



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DPN APRISINDO



**DPD APRISINDO
JABAR**



**DPD APRISINDO
JATIM**





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